



FOR IMMEDIATE RELEASE

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***“MAKE THE CALL” TELEVISION SHOW TO AIR TONIGHT
SHOW PROFILES UNSOLVED MURDERS***

March 5 – The Police Department and the Mid-Peninsula Media Center have partnered again to host the second episode of the cable-television show ***“MAKE THE CALL”***. The show will be hosted by former Judge LaDoris Cordell (CBS5 legal analyst) and will air tonight, March 5, 2009, at 7:00 p.m. on the Mid-Peninsula Cable Channel 27. The show will also stream simultaneously on the Media Center’s website.

This show will profile two unsolved murders (cold-cases) in East Palo Alto and feature the friends and families of the victims in an effort to humanize the victims, encourage witnesses to get involved, and elicit information that will help solve these cases.

As part of the show Faye McNair-Knox, Ph.D., Executive Director, One East Palo Alto and Heather Sterns, Executive Director, For Youth By Youth (FYBY), will participate in a panel discussion on the ***“Live in Peace Movement”*** in East Palo Alto.

The Police Department will also display its new ***“CrimeReports”*** system that allows community members to track real-time crime data and receive email alerts when crimes occur in their neighborhood. Throughout the program the Police Department will provide its anonymous murder tip line (***1-888-Murder-0***) and air its ***“Stop the Violence”*** video (made in partnership with ***“No More Tears”*** – a group of San Quentin inmates) and ***“Most Wanted”*** list.

The Mid-Peninsula Community Media Center runs award-winning community cable television channels 26, 27, 28, 29 and 30 that reach cable subscribers in Palo Alto, East Palo Alto, Menlo Park, Stanford, and Atherton. The Media Center produces and distributes over 500 shows per year that reflect the rich diversity and local voices of the Mid-Peninsula community. The Media Center offers classes on all phases of television production, including editing, studio and field production.

For future airdates, enter ***“Make the Call”*** in the Media Center’s searchable program schedule at the Media Center’s website. For information about the Media Center and ***“Make the Call”***, contact Karen Adams at (650)494-8686 ext.18.

The first ***“MAKE THE CALL”*** show can be viewed at <http://blip.tv/file/1178847>.

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